



MONTANA WING HEADQUARTERS
CIVIL AIR PATROL
UNITED STATES AIR FORCE AUXILIARY
PO Box 1887
Great Falls, MT 59404-1887

1 January 2012

MONTANA WING PUBLIC AFFAIRS PLAN
Calendar Year 2012

Purpose: This annual plan encompasses the routine public relations, media relations, government relations and marketing activities for the Montana Wing of the Civil Air Patrol. The purpose of this annual plan is to guide the Montana Wing and subordinate unit staff in routine public affairs activities that advance the overall mission of the Civil Air Patrol. All Public Affairs Officers within Montana Wing must familiarize themselves with CAPR 190-1 *Civil Air Patrol Public Affairs Program*. Additionally, any member serving as a qualified Public Information Officer (PIO) should refer to CAPR 60-3 *CAP Emergency Services and Operational Missions* for guidance regarding public relations and media relations during CAP exercises, mission training and/or AFRCC-directed activities. This Public Affairs Plan neither supersedes nor replaces existing regulations and directives.

Background: Montana Wing is geographically the fourth largest of the fifty United States. The Wing is uniquely challenged because of the State of Montana's extensive geography, sparse population and harsh terrain. Montana Wing's subordinate units are geographically dispersed which hinders joint unit training and coordinated activities, especially during the winter months due to severe weather conditions that hamper flying and ground team activities. To overcome the challenges and assist the Wing and subordinate units to develop and maintain robust organizations, the Montana Wing has developed this annual Public Affairs Plan to promote CAP throughout Montana.

Objectives: The objectives on the Montana Wing Public Affairs Plan are to:

1. Communicate to the public and to key constituencies the Montana Wing's role in CAP's congressionally mandated missions of Emergency Services, Aerospace Education and Cadet Programs.
2. Disseminate timely information to local and state media to promote the value of CAP throughout Montana.
3. Assist in statewide promotion of national CAP initiatives.
4. Educate local, state and national authorities about the value of CAP throughout Montana.
5. Enhance CAP's relationship with the Montana Department of Military Affairs and military and National Guard units throughout the State of Montana.
6. Promote the accomplishments of CAP's volunteer membership.
7. Assist with member recruitment, retention and professional development.

Strategies: The Montana Wing and its subordinate units will accomplish the objectives of this Public Affairs Plan through four key strategies:

Public Relations

- a. The Montana Wing will produce and disseminate a monthly electronic newsletter to all members of the Montana Wing, members of its subordinate units and to a larger distribution list of email

addresses of non-members, government officials and friends. In addition to feature articles and recognition of member milestones and achievements the monthly electronic newsletter will serve as a quarterly calendar to promote upcoming CAP exercises, events, training courses, and other activities statewide. Subordinate unit Commanders and public Affairs Officers are strongly encouraged to submit news articles and CAP events of local and statewide interest.

- b. Subordinate unit Commanders and Public Affairs officers will serve as local public affairs contacts and will implement local strategies to promote CAP.

Media Relations

- a. The Montana Wing will maintain a comprehensive media contact list for timely and regular news releases to local, statewide and national media outlets to communicate the following:
 - National CAP initiatives
 - Statewide CAP exercises, activities and events
 - Newsworthy items of statewide and national interest
 - Significant member milestones and achievements
- b. Subordinate units of Montana Wing will maintain a local media contact list and will serve as a local contact to promote CAP activities, events and news of local interest.
- c. The Montana Wing will train subordinate unit Public Affairs officers at least annually and will provide routine training more frequently and/or as needed.
- d. The Montana Wing will disseminate all news releases to the CAP Rocky Mountain Region Headquarters and the CAP National Headquarters.

Government Relations

- a. The Montana Wing Public Affairs Staff will maintain strong and proactive working relationships with public affairs contacts within the Montana Department of Military Affairs, Malmstrom AFB and other military and National Guard units around the State of Montana. The Montana Wing Public Affairs Officer will ensure that timely news about CAP is regularly communicated to a list of key military public affairs contacts in Montana including installation and unit newspapers.
- b. The Montana Wing will proactively communicate with government officials at all levels in order to educate local, state and national authorities about the value of CAP throughout Montana. This includes local, county and statewide elected officials, key government officials including sheriffs, Homeland Security officials, members of Montana's legislature and congressional delegation.

Marketing

- a. The Montana Wing will manage a functional website that provides timely news and information about local, county, statewide and national CAP initiatives. Subordinate unit Commanders and Public Affairs Officers are strongly urged to submit feature stories, news articles and photographs for publication on the Wing's website. Photography should illustrate proper conduct, a professional image, proper wear of the CAP corporate or USAF-style uniform and adherence to CAP grooming standards. The Montana Wing Public Affairs staff will exercise oversight of all Wing website content to ensure the content reflects positively on the Montana Wing and CAP.
- b. The Montana Wing encourages all subordinate unit Commanders and Public Affairs Officers to explore local radio public service announcements, free local newspaper calendaring and free print

- advertising to promote local CAP events to the general public and to foster local membership recruitment.
- c. The Montana Wing Public Affairs staff will advise subordinate unit Public Affairs Officers on all radio and television public service announcements (PSAs) and advertisements to ensure that all content reflects positively on the Montana Wing and CAP.
 - d. The Montana Wing Public Affairs staff will assist with Wing recruiting and retention efforts.
 - e. The Montana Wing will promote conferences, training activities, educational opportunities and professional development courses to CAP members.
 - f. The Montana Wing encourages subordinate units to seek out all local marketing opportunities to promote CAP. These opportunities may include open houses, school events and assemblies, local community activities, print advertising, local radio and television public service announcements, and speaking opportunities with service clubs, i.e. Kiwanis, Rotary, etc.

APPROVED:

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BRUCE KIPP, Capt, CAP
Public Affairs Officer, Montana Wing

HERBERT C. CAHALEN, COL, CAP
Commander, Montana Wing

DISTRIBUTION

Wing Staff
Unit Commanders
Unit Public Affairs Officers